



**HEADQUARTERS  
MAINE WING CIVIL AIR PATROL  
United States Air Force Auxiliary  
Post Office Box 5006  
Augusta, Maine 04330**

**31 January 2008**

**Wing Public Affairs Plan**

**I. Introduction**

This annual plan, required to be prepared annually by CAPR 190-1, represents the plans of Maine Wing for its Public Affairs Program, including regular marketing communications, mission communications, and crisis communications. It was prepared by Major Dennis Murray and Col Chris Hayden, in consultation with other staff officers.

**II. Situation Analysis**

The Maine Wing is a well known wing in the northeast region and with National CAP in general. It is our goal to make the wing even better in the coming years by continuing to grow in membership which is willing to give of themselves for the betterment of our communities, state and nation. We will ask for and expect the participation of our membership in all aspects of the Civil Air Patrol program.

Maine Wing currently has nine Squadrons located throughout the state. These squadrons are spread out to cover most areas in the event of a crisis both man-made and natural. The wing squadrons are located in both small and large communities.

- Maine Wing strengths (internal perspective), are its membership in general. The membership is kept informed by regular email on the Wing's "listserv", the Commander's blog, and by regular staff meetings and SARAX training. Once a quarter, The Maine "Wing Over" is published on line for members to catch up on the news for the wing. Our membership, in general, is well trained and ready to serve our state and nation.
- Maine Wing Weaknesses (internal perspective), is we rely too much on the electronic transfer of information, knowing we have members in the state who do not have this type of access for information. We also tend to use the same people over and over for the same jobs and we need to have some depth in all of our positions in and around the Maine Wing. We need to make sure all members are offered the opportunity to serve at some position in either the squadron or wing.
- Opportunities (external perspective based on strengths), we need to promote our membership more and the value they are to our state and nation. We should also promote what they do in their "Other" life outside Civil Air Patrol so we can promote the value of a CAP membership to the general public.

- Threats (external perspective based on weaknesses). Membership loss, apathy from the general public and others are always an issue in any group. Civil Air Patrol is not immune from these threats.

### **III. Goals**

1. We need to have PAO's appointed in each squadron and at the Wing level
2. We should promote each area of the Wing better than we currently do. A PAO should be appointed for each activity we participate in.
3. We need to encourage each Squadron Commander to appoint a public affairs officer to serve in the squadron and work closely with the Wing PAO.
4. All squadrons should have a monthly newsletter that can be produced on line and paper copies made for members who do not have computer access.
5. We need to develop a Wing Wide Media Contact List that can be shared with all PAO's.
6. We need to promote the Public Affairs specialty tract better to our new members.

### **IV. Objectives**

We need to bring in to our group new members to enhance what we already have. As the squadron and wing PAO has no problem enticing people to attend meetings, we need to create a "Team" approach where every area of our membership is involved. We must remember that the PAO is NEVER the sole person responsible for success or failure. For example, the PAO can use news releases and community relations programs to get prospective members in the door, but if they do not have a positive experience when they visit the unit, the "fault" is not with the communications that got them in the door. Every member of the squadron must be informed on the efforts of recruitment and be given information to make everyone have a positive experience

Specific objectives to meet requirements in CAPR 190-1 for Maine Wing Public Affairs effort:

- Newsletter for internal communications
- Regular submissions to the NER newsletter, and the CAP News Online
- Community relations activities with several open houses at the squadron level with support from the Wing Public Affairs staff.
- Meeting with representatives of the news media throughout the state.

### **V. Strategies**

1. **News Releases.** The Wing PA staff will prepare news releases for each significant activity other than regular meeting night activities. If appropriate, an advance news release will be sent to local news media. After such an event, a news release will be sent to the local media, if appropriate, and to the region

newsletters and the CAP News Online. Such activities may include, but not be limited to:

- a. Unit participation in SAR exercises and actual missions (other than Counter Drug)
- b. Public appearances of members of the unit in uniform, such as community relations events
- c. Special or unusual unit training, either on a meeting night or other time
- d. "Milestone" promotions and awards for members

2. **Photography.** The PA staff will strive to obtain quality photography to illustrate news releases and newsletter articles. Photographers should avoid "grip and grin" posed photographs in favor of photographs that show actions. Photographs distributed outside of the local unit should show proper conduct and uniform wear.
3. **Quarterly Newsletter.** The PAO will produce a quarterly newsletter telling about unit success stories and previewing upcoming activities. This newsletter will be distributed electronically to all members. Members who do not have email or web access will receive printed copies. The newsletter will be posted on the Maine Wing website. The deadline for members wishing to submit information for the newsletter will be communicated to the membership via the Wing's "listserv" in advance of the deadline and the newsletter will ordinarily be distributed within a week after that. The goal of the newsletter will be to project the image of an active, vital Wing that has many good things happening. It will primarily be an internal communications and retention tool, however it will be available for distribution to community partners, prospective members, and other interested parties outside CAP.
4. **Higher Headquarters.** Each significant news release will be delivered to Region PAOs (or designee) and to the Civil Air Patrol News Online. In addition, the Wing PAO will keep the Region PAO advised of problems, challenges, and upcoming opportunities in the Public Affairs Program.
5. **Community Relations.** The Wing PAO will collaborate with other appropriate staff members and the Wing commander to increase unit visibility in the community with activities such as color guard performances, service club presentations, and support for worthy community events. Discuss specific events the Wing may be planning, based on goals.
6. **Internal Communication.** The PAO and the Commander shall communicate regularly, if possible in person and at least monthly, about Public Affairs opportunities and challenges.
7. **Website.** The PAO will collaborate with the webmaster/IT Officer of the Wing website to ensure that the direct and subconscious messages for the general public all reflect positively on the unit and the organization.

8. **Branding.** Whenever possible, the CAP marketing slogan "More Than Meets The Skies" and the nationally-standardized explanation paragraph will be incorporated into external communication.
9. **Recruiting and Retention.** The Wing PAO will collaborate with the unit's Squadron Commanders and with their permission the Recruiting and Retention Officer to stage at least two recruiting events during the year. One event would be an open house for the general public and one event would be a community service project to be promoted in advance.
10. **Professional Development.** The Wing PAO will pursue professional development in Public Affairs. Possible areas appropriate to our Wing may include:
  - a. Entering and progressing in the Public Affairs Specialty Track
  - b. Training to become a mission Information Officer, or renewing qualifications.
  - c. Subscribing to the NCR ALL-PAOs listserv and the national CAP-PAO listserv.
  - d. Taking other available in-person or correspondence courses for Public Affairs.

**APPROVED:**

Dennis Murray, Major, CAP  
ME WG, PAO

Chris Hayden, Colonel, CAP  
Commander, Maine Wing

**DISTRIBUTION: 1 Each (Electronic)**

V-Commander North  
V-Commander South  
COS  
Other Wing Staff  
All Squadron Commanders  
All Squadron PAO's

**RECORD OF REVIEW:**

Review Date	Commander's Initials